



FIG. 1

# REPLACEMENT SHEET

Appln No.: 10/826,630

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PREDICTIVE MODEL GENERATION

ModelProject's Table			Field Name	Data Type	Description
▼	ProjectID	52	AutoNumber	Unique Number Indexing Model Projects	Size used for Candidate
▶	ProjectName	54	Text	Reference Name for Model Project	
	ProjectType	56	Text	Type of Model to be constructed (Response, Clone, Suppression,...)	
	ProjectGoal	58	Text	Analyst-defined goal for current Model Project	
	Project BeginDate		Date/Time	Identifying Time Stamp for first use	
	Project EndDate		Date/Time	Last used Time Stamp	
	ProjectDataset		Text	Full pathname reference to Development dataset	
	ProjectDataDictionary	60	Text	Full pathname reference to metadata and Model status and data	
	ProjectLog		Text	Full pathname reference to log of Analyst decisions	
	DependentVariable	62	Text	Target variable selected for Model	
	ModelFitnessCriterion		Number	Desired c-index for Model set by Analyst	
	ModelPerformanceCriterion		Number	Desired zone of positive Model Gain set by Client	
	ModelPerformanceMonotonicityCriterion		Number	Desired level of Monotonicity	
	DevelopmentDatasetSize		Number	Total number of records in Development Dataset	
	PositiveOutcomes(%)		Number	Number of successful outcomes as a percent of Development Dataset	
	SampleSize(%)		Number	Size of Training Sample as a percent of total Development Dataset	
	VariableCount		Number	Initial Number of Predictor Variables	
	SampleDistribution		Hyperlink	Distribution of Predictor Variables: Graphs and Statistics	
	SamolByDistribution		Hyperlink	Distribution of Predictor for Positive and Negative Outcomes	
	InteractionTree		Hyperlink	Cross-validated Partition Tree For Key Predictor Variables	
	DimensionReductionMissingFilter		Number	Number of Predictor Variables Eliminated for Missing Variables	
	DimensionReductionCutoff		Number	Cutoff set by Analyst for Percent of Missing Values Acceptable	
	DimensionReductionMainEffects		Number	Number of Predictor Variables Retained for Main Effects	
	DimensionReductionMainEffectsCutoff		Number	Cutoff set by Analyst for Significance of Main Effects	
	DimensionReductionInteractionEffects		Number	Number of Predictor Variables Retained for Interaction Effects	
	DimensionReductionInteractionEffectsCutoff		Number	Cutoff set by Analyst for Significance of Interaction Effects	
	DimensionReductionVariableCount		Number	Number of Predictor Variables resulting from Dimension Reduction	
	CandidateModelChoice		Text	Model Type applied to Dimension Reduced Dataset	
	CandidateModelChoiceConstraint		Number	Retention Cutoff or Significance Level for Model Variables	
	CandidateModelResult		Hyperlink	Model Fitting Results	
	CandidateModelLiftChart		Hyperlink	Model Non-Cumulative Lift Chart	
	CandidateModelPersistenceChart		Hyperlink	Model Persistence Chart for Key Variables	
	ValidationMethod		Text	Method Selected for Model Development Process Validation	
	ValidationMethodResults		Text	Model Application to Validation Dataset(s) Results	
	ValidationMethodLiftChart		Hyperlink	Model Validation Lift Chart	
	FinalModelResults		Hyperlink	Model Development Process applied to full Development Dataset Results	
	FinalModelLiftChartComparison		Hyperlink	Final Model applied to Sample and Validation datasets for Cumulative Lift	
	FinalModelNonCumulativeLiftChartComparison		Hyperlink	Final Model applied to Sample and Validation datasets for Non-cumulative Lift	
	FinalModelEquation		Text	Model Parameterized Equation using Model Transformed Variables	
	ScoringDatabase		Text	Full pathname reference to Scoring File Input Database	
	DevelopmentScoringComparison		Text	Key Variable Comparison on Decile Basis	
	DevelopmentScoringDistributionComparison		Hyperlink	Propensity Score Distribution for Development and Scoring File (Subset)	
	ScoredResults		Text	Full pathname reference to Scoring File Output Dataset	
	InsightProfileMethod		Text	Method for Ranking Customer Insight Variables	
	InsightProfile		Hyperlink	Ranked List of key variable	
	InsightProfileChart		Hyperlink	Insight Chart of key variable Differential Contribution	
	FinalReportEntry		Memo	Final Report Description and Comments	

FIG

FIG. 3